February 12, 1962

Mr. William Malone
Engineering Manager
I.B.S. Engineering Office
31 Gray Street
Cambridge 38, Mass.

Dear Bill:

In answer to your letter of February 6, here are some of my thoughts concerning program arrangements for the Convention.

First, and most importantly, is the Keynote Address. As I mentioned to Dick here is an excellent opportunity for IBS to attract more members to the Convention and to enhance the day's proceedings considerably. I am sorry that George Abraham had no luck in Washington but this need not mean that we should lower our sites, as it were. There are several members of WYBC who have "contacts" and have expressed a keen interest in using these liasons to line up some prominent speakers. I am very anxious to write Sarnoff, Stanton, Murrow, John Crosby, Norman Glenn (Editor of Sponsor Magazine and a WYBC alumnus), Hagerty. I have very tentatively interested Mr. John Dunning who is the head of Radio Free Europe and a personal friend. As far as I can see we have nothing to lose in asking these men and all I need is a "go ahead" from you before I set the wheels in action. Rest assured that we have not committed ourselves to anyone as yet. There certainly is enough controversy in the industry now-a-days for us to consider getting some opiniated yet relatively well known person as a Keynote Speaker.

As for the "workshops", I hope that some member stations have expressed an interest in participating. On our end we are all "loud mouths" and it is my feeling that other stations have a chance lest the IBS board and WYBC run the whole show. However, I have written Mr. Leonard Doob who is a Professor of Psychology at Yale to moderate one such session. College stations are finding it necessary and helpful to be able to supply potential advertisers with audience ratings, and Mr. Doob is an expert on polling techniques. If he accepts, he would explain how stations could go about conducting their own polls using random samples, computing results, obtaining significant differences, and the like. Incidentally, Mr. Doobhas just written a book on Communication ih Africa and is the author of a book published in 1950 by Henry Holt and Company entitled "Public Opinion and Propoganda." He is most known for his study of Goebbel's diary after World War 2 with regard to his principles of propoganda and persuasion techniques. In short Mr. Doob is Yale's answer to Lazaarfield.

Michael Mr Skol, WYBC-FM's Program Director and former Productions

Director, would be more than willing to run a session on "Production Techniques" using essentially the same format as last year. Incidentally, Mike was the mind behind "Christmas Carol Circa 1984" which won IBS's 1961 annual Program Contest. While the topic heading will be the same the points under discussion will obviously be different.

Finally, to be honest there are no staff members who are "experts in their fields", and I am reluctant to let them lead a session however eager they may be. However, Steve Lewis, our Technical Director, has worked as an engineer for ABC and would be willing to help out on any workshops dealing with technical aspects of station operation. Bob Hanson, our Vice-Chairman, could help out on any session you might consider holding on "Training the Potential Station Member."

Incidentally, I would be flattered (to say the least) if I was publically crowned "Station Manager and Chairman of the Board", but lest I get jeers from my cohorts, we had better limit any prestge to "Chairman."

I hope to hear from you soon concerning a "go-ahead" on this Keynote Speaker proposal. Time is running out.

Sincerely,

John H. Davison, Chairman
The Yale Broadcasting Company